Dear Friend:

For $4.35 or $5.00 you can get real luxury in your new Spring hat.

Thanks to Firma-Felting, an exclusive Portis process, your hat feels softer - the felt looks smoother, more expensive!

It'll wear longer too — because of an *inner* layer of pliant *firmer* felt.

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2B-H19

POST CARD

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THE "Extras" YOU'LL FIND IN YOUR PORTIS HAT
SWEAT-PROOF INTERLINING
WATER-REPELLENT FINISH
. . . AND THE NEW, RICH
BUNNY-SOFT FEEL!
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